Gloria and Nestlé are fined S/13 million for cheating with the sale of products that were not milk

Indecopi confirmed that Pura Vida Nutrimax, Niños Defense, Bonlé Familiar, Ideal Amanecer and Reina del Campo are dairy blends. Sanction can be appealed to a higher court.

By OjoPúblico
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In 2014 Indecopi received a similar complaint against Pura Vida, but filed it away. /Andean 1676

The Indecopi consumer protection commission sanctioned the Gloria and Nestlé companies with a fine of S/ 13.7 million (3,388 UIT) for marketing dairy products as if they were evaporated milk. According to the state entity, both companies violated the consumer's right to information and the duty to suitability by selling an item other than expected, although they can appeal the ruling.

In the case of Gloria , the penalty exceeds S/9.3 million for offering Pura Vida Nutrimax, Niños Defense and Bonlé Familiar products as evaporated milk when in fact it was a “composite dairy mixture” that included non-dairy elements that they served to substitute for the true compound.

One of the reasons for Indecopi to apply the fine was that in 2014 Gloria processed the change of its sanitary registry to include in its labels the denomination "partially skimmed evaporated milk", a term not accepted by international food regulations and that served to hide the real mixture that they sold to the public. This denomination was only corrected this year, when the complaint against the company was made public.

In the case of Nestlé , the sanction exceeds S/4.3 million, it was imposed for the products Ideal Amanecer and Reina del Campo, which are also a milk mixture and not evaporated milk.

FILED COMPLAINTS

This is one of the few sanctions that Indecopi has issued against Gloria, the second most powerful economic group in the food industry in Peru and which concentrates 75% of the industrialized milk market. **Ojo-Publico.com** analyzed all the complaints that reached said institution between 2006 and 2016 and found that out of 10 processes, eight were resolved in favor of the company ; the rest were shelved or declared unfounded.

One of the cases that he dismissed was about the same reason for which he imposed the fine today. This is the lawsuit filed in 2015 by José Julca Preciado, who questioned that the Pura Vida label uses the image of a cow when it was not milk from this animal.

However, according to resolution 972-2016/PSO-Indecopi-PIU, the company was not to blame because the term it used as evaporated milk was in its sanitary registry and "has been corroborated by the General Directorate of Environmental Health (Digesa) itself. who authorized the use of that denomination.

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